

# SHAILY FOZDAR

600 E. Madison St. • Ann Arbor, MI 48109  
shailyfozdar@gmail.com • (248) 756-1589

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| <b>EDUCATION</b>    | <b>UNIVERSITY OF MICHIGAN</b><br><b>Stephen M. Ross School of Business   College of Engineering</b><br>Bachelor of Business Administration and Bachelor of Science in Engineering, May 2022 <ul style="list-style-type: none"><li>• GPA: 3.85/4.00</li><li>• Relevant Coursework: EECS 203 (Discrete Mathematics), EECS 280 (Programming and Introductory Data Structures), MATH 216 (Intro to Differential Equations)</li><li>• Additional Activities: Wolverine Blockchain, GEECS, Michigan Journal of Business</li><li>• Awards: Winner, Lear Innovation Challenge; 1st Place, Deloitte National Undergraduate Case Competition (Campus Round); 1st Place, United Airlines Case Competition; 2nd Place, MUCC Case Competition; Recipient, William J. Branstrom Freshman Prize</li></ul>   | <b>Ann Arbor, MI</b> |
| <b>EXPERIENCE</b>   | <b>MICROSOFT CORPORATION</b><br><b>Explore Intern (PM + SWE) ODSP Experiences</b> <ul style="list-style-type: none"><li>• Outlined feature functionality, developed cross-platform integration strategies, and developed A/B testing criteria for new drag and drop feature, aiming to streamline file upload process</li><li>• Assessed customer scenarios and current metrics to create PM spec, determining potential areas of improvement to increase product usage, accessibility, and reliability</li><li>• Developed automated UI/UX tests to quality control the integration of lists and libraries with client-side extensions following a codebase migration from Knockout to React</li></ul>  | <b>Redmond, WA</b>   |
| <b>2019-Present</b> | <b>NEXECON CONSULTING GROUP</b><br><b>Business Analyst   SPU Lead</b> <ul style="list-style-type: none"><li>• Established pricing structure and developed subscription product model for Fortune 500 transportation company, providing strategies to attract over 70k new millennial customers</li><li>• Analyzed ROI by conducting in-depth customer retention analysis and pricing sensitivity model for potential subscription model, uncovering potential for \$60M profit</li><li>• Developed comprehensive cost-benefit model to estimate effects of building public housing for 500 middle income families, providing additional revenues of \$5M for school system</li><li>• Published first-ever company LinkedIn newsletter, featuring project overviews and business insights derived from projects, strengthening client relationships and reaching over 700</li></ul> | <b>Ann Arbor, MI</b> |
| <b>2018-Present</b> | <b>UNIVERSITY OF MICHIGAN CROWDS AND MACHINES LAB</b><br><b>Undergraduate Research Assistant</b> <ul style="list-style-type: none"><li>• Developed research platform using Vue.js to understand the effects of integrating AI agents with varied machine learning models into a human/AI team given a basic classification task</li><li>• Populated and analyzed SQL database of study results using python scripts, determining need for study re-design in order to improve clarity and accuracy</li><li>• Reviewed relevant literature to develop research structure for varying classification task complexity and to develop instructions for study participants</li></ul>  | <b>Ann Arbor, MI</b> |
| <b>2018</b>         | <b>UNIVERSITY OF MICHIGAN TRANSPORTATION RESEARCH INSTITUTE</b><br><b>Student Research Assistant</b> <ul style="list-style-type: none"><li>• Integrated SQL with existing IVBSS database to quantify passenger reactions during drives, reinventing previous methods of analysis to provide detailed insights on seatbelt safety</li><li>• Analyzed over 500 motion captures for passenger postures, providing insights on vehicle ergonomics that will be used to optimize interior design and seating for future cars</li></ul>  | <b>Ann Arbor, MI</b> |
| <b>2016-2018</b>    | <b>BUILDON- NOVI HIGH SCHOOL CHAPTER</b><br><b>Co-Founder and Vice President</b> <ul style="list-style-type: none"><li>• Coordinated internal and external fundraising and advocacy efforts, raising over \$20,000 towards the construction of a school through outreach, presentations, and events</li><li>• Physically constructed school in Las Neblinas, Nicaragua on 10 day trek, providing education for over 40 families and gaining an in-depth understanding of educational inequality</li></ul>  | <b>Novi, MI</b>      |
| <b>ADDITIONAL</b>   | <ul style="list-style-type: none"><li>• Proficient in Java, Python, C++, React.JS; developing proficiency in SQL, Typescript, Vue.JS</li><li>• Conducted democratic theory research that analyzed the relationship between political dissatisfaction and democratic idealization using the General Systems Theory</li><li>• Awards: 4th Place Medical Law &amp; Ethics HOSA International Conference, 2nd Place Siemens We Can Change the World Competition, Michigan Youth Arts Festival Performer</li><li>• Aspiring Sherlock Holmes</li></ul>   |                      |